

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association

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President's Message

STMA - Working for You

by Bob Campbell, CSFM

By now, most of you are already well into your busy spring schedule. The first quarter of 2003 also has been a busy time for STMA Committees and the Board of Directors. I am writing this message in mid-March, so by the time you read it many committee meetings and the April Board Meeting in San Diego will have been completed and hopefully many of our initiatives will have begun. Following is a brief recap of some of the committee work that has taken place so far this year.

As discussed at the annual conference this past January, the STMA Board approved a Marketing Audit to be performed by Ackermann PR of Knoxville, Tennessee. The audit has been completed and copies of the report have been distributed to the Marketing Committee and the Board of Directors. The Marketing Committee, under the direction of Co-Chairs Vickie Wallace and Mike Andresen, CSFM, and the rest of the STMA Board are in the process of reviewing the Marketing Audit and developing a comprehensive marketing strategy for STMA. Much of the work of the other committees will be directly related to this marketing strategy.

The Website Committee met by conference call in mid-March to discuss ways to improve the website in order to make it a more progressive and interactive forum for our members. The committee chair is Boyd Montgomery, CSFM. Headquarters contacts are Rich King and Stephanie Watts.

The Membership Committee is co-chaired by Eric Adkins, CSFM, and George Trivett, CSFM. This committee is continuing the process of defining the commercial membership category as well as developing programs that will benefit our members.

Steve Wightman is Chair of the Mentoring Subcommittee of the Membership Committee. They have completed the initial stages of developing the New-Member Commercial Mentoring program, which joins the ongoing new member mentoring programs for professional and student members. Potential mentors have been contacted and have received the Mentoring Handbook. It's a great way to get involved and make new friends in the process. If you are interested in serving in this capacity, please contact Stephanie Watts at STMA Headquarters.

Co-Chairs of the Student Subcommittee

of the Membership Committee are Jeff Salmond, CSFM, and Chad Follis. This committee met in conjunction with the STMA Conference in January and continues to meet via the Internet in the ongoing process of providing a more active and student friendly role for this important segment of STMA members.

STMA Treasurer, Tim Moore, CSFM, serves as Chair of both the Finance and Audit Committee and the Awards Committee. Both of these committees have been established and their work is underway.

The Certification Committee meeting in Chicago was scheduled for the end of March. Committee Co-Chairs are Dale Getz, CSFM, and Steve Trusty. Donna Lynn is the Headquarters contact.

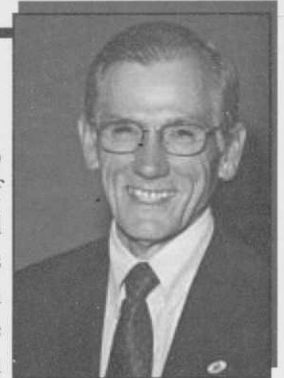
Ken Mrock of the Chicago Bears is the Chair of the Bylaws Committee. This committee is charged with the very important task of reviewing the bylaws of STMA and making their recommendations for any revisions that will be put to a vote by the entire membership of STMA.

Mike Trigg, CSFM, is the Board Liaison for this Committee. Ken has asked the following individuals to serve on this committee, and all have agreed to do so: Theresa Bayrer - University of Kentucky/Lexington; Mike Boekholder - Indianapolis Indians; Dale Getz, CSFM - Toro; Eric Hansen - Los Angeles Dodgers; Ross Kurcab, CSFM - Invesco Field at Mile High; Mary Owen - University of Massachusetts Extension Turf Specialist; Scott Phippen - Village of Lincolnshire, Illinois; Sue Pope - University of Utah; Jimmy Rodgers, CSFM - University of Virginia; Dave Rulli - Jeffco Stadium, Colorado; Dr. John Stier - Associate Professor, University of Wisconsin; Grove Teates - Alpine Services and Steve Wightman - Qualcomm Stadium

Dave Rulli, Chair of the Chapter Relations Committee, and Board Member Abby McNeal, CSFM, the Board Liaison for this Committee, were working on scheduling for the spring series of regional chapter conference calls during the second week of April.

Mike Trigg, CSFM, is Conference Committee Chair. He and the Conference

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Headquarters Report

by Steve Trusty, Executive Director

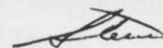
As I write this, staff is busy getting out the second notice to members who have not renewed their dues. While we are well ahead of last year at this time for dues receipts, we would like to see everyone renew their membership. Many things are happening to make your membership even more valuable. Your new Board, under the direction of President, Bob Campbell, CSFM, is considering a number of areas to improve member services. The Spring Board meeting will be in session or just completed as you read this. To all of you that have already renewed, THANK YOU for saving STMA the expense of an additional mailing to you. To those that haven't yet renewed, please do so ASAP to assure yourself uninterrupted membership and access to the website and your spot in the Membership Directory.

Your Conference Education Committee is already hard at work on next year's Conference in San Diego (January 21 - 25). If you did not send in an evaluation of this year's Conference, now is the time to let the Committee know your desires. Contact Headquarters or Conference Education Subcommittee Chair, Dr. John Sorochoan (e-mail: sorochoan@utk.edu). They do have a considerable amount of information to start from thanks to all of you that did take time to fill out an evaluation of this year's Conference. Most respondents made the effort to offer suggestions - and compliments. While a few contradicted each other, the Committees and staff will consider every comment.

Speaking of those evaluations, 98.1% of the respondents rated the Overall Conference Excellent or Good. 100% of the attendee respondents rated the Major League Baseball Workshop, the Sunday Seminar on Wheels Tour and the Sunday Sites Tour as Good or Excellent. THANK YOU to all that helped make these events so worthwhile. The General Educational Sessions were rated Excellent or Good by 96% of those returning evaluations. The Concurrent Educational Sessions received a 98% rating in the Excellent to Good area. Thanks to Tim Moore and his committee the STMA Awards Banquet received a Good or Excellent rating by 97.4% of the respondents. The Conference Pocket Guide that Adams Business Media published for the first time this year was rated Good to Excellent by 95% of the respondents. To the Question "Did the educational sessions meet the specific needs of your day-to-day activities?" 97% of the respondents checked "Yes". The Trade Show was rated Good to Excellent by 93.5% of the respondents. 79.3% of the respondents indicated that they would be making purchases of new products or services based on information received at the Trade Show. Of 54 respondents that provided an estimated amount that they would spend over the next year on those purchases, the total range is a little over \$1.5 million to over \$3.0 million. If these figures could be used as an average, over 30 million dollars in business could be conducted this year as a direct result of the Trade Show. The Exhibitors' overall rating of the Trade Show was also very positive. There are two areas that can definitely be worked on. Attendees need to make sure that they

spend as much time as possible in the Trade Show area and, while there, let the vendors know that they are appreciated. We also heard from a number of students and their instructors that many vendors didn't treat the students with the respect that they should have. Vendors need to remember that today's student is tomorrow's Sports Turf Manager.

Until next issue, may the moisture that you receive come at the right time and in the right amounts to meet your turf's needs.

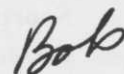


President's Message

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Education Subcommittee Chair, Dr. John Sorochoan, scheduled their first Subcommittee Conference Call in mid-March.

These Committees are working for you - the STMA members. Your input is encouraged and always welcome. Please feel free to contact any committee member with your questions, comments or suggestions.



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